

WHAT IS CLAIMED IS:

1. A process of making a liquid laundry detergent composition comprising a  
5 polyanionic ammonium surfactant, the process comprising:  
forming the polyanionic ammonium surfactant by mixing a liquid carrier with:
  - (a1) from about 0.03% to about 85%, by weight of the composition, of a conjugate acid of an anionic surfactant; and
  - (a2) from about 10% to about 50%, based on the molar equivalent of the  
10 amount of the conjugate acid, of a polyamine;
  - (a3) wherein the mixing of (a1) and (a2) is carried out in the substantial absence of bases other than the polyamine.
2. The process of claim 1, wherein the process further comprises an in-situ preparation  
15 of salts by reacting an acid with a base wherein the in-situ preparation of salts precedes or is carried out separately from the forming of the polyanionic ammonium surfactant.
3. The process of claim 2 wherein the salts are selected from the group consisting of  
20 monoanionic surfactant salts, builder salts, fluorescent whitening agent salts, and mixtures thereof.
4. The process of claim 1 further comprising adding additional nitrogen-based bases and/or other non-nitrogen bases having pKa equal to or greater than 10 after the  
25 formation of the polyanionic ammonium surfactant.
5. The process of claim 1 further comprising adding a solubilizing agent.
6. The process of claim 5 wherein the weight ratio of the solubilizing agent to the  
30 polyanionic ammonium surfactant is in the range of from 1:4 to 4:1.

7. The process of claim 1 further comprising adding a fluorescent whitening agent.
8. The process of claim 1 wherein the polyanionic ammonium surfactant is selected from the group consisting of polyanionic ammonium alkyl benzene sulfonate, polyanionic ammonium alkyl sulfate, polyanionic ammonium fatty acid salt, polyanionic ammonium alkyl polyalkoxy sulfate, and mixtures thereof.
9. The process of claim 1 wherein the polyanionic ammonium surfactant is dispersed in a liquid carrier.
10. The process of claim 1 wherein the polyanionic ammonium surfactant is solubilized in a liquid carrier.
11. A process of making a liquid laundry detergent composition comprising a polyanionic ammonium surfactant and a monoanionic surfactant, the process comprising:  
simultaneously forming the polyanionic ammonium surfactant and the monoanionic surfactant by mixing a liquid carrier with:
  - (a1) a conjugate acid of an anionic surfactant; and
  - (a2) from about 10% to about 50%, based on the molar equivalent of the amount of the conjugate acid, of a polyamine, to form from about 0.1% to 99% of the polyanionic ammonium surfactant;
  - (a3) no greater than a stoichiometrically required amount of a base to other than the polyamine react with remaining conjugate acid to form the monoanionic surfactant.
12. The process of claim 11, wherein the process further comprises an in-situ preparation of salts by reacting an acid with a base wherein the in-situ preparation of salts precedes or is carried out separately from the forming of the polyanionic ammonium surfactant.

13. The process of claim 11 wherein the salts are selected from the group consisting of monoanionic surfactant salts, builder salts, fluorescent whitening agent salts, and mixtures thereof.
- 5      14. The process of claim 11 further comprising additional nitrogen-based bases and/or other non-nitrogen bases having pKa equal to or greater than 10 after the formation of the polyanionic ammonium surfactant.
15. The process of claim 11 further comprising adding a solubilizing agent.  
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16. The process of claim 11 wherein the weight ratio of the solubilizing agent to the polyanionic ammonium surfactant is in the range of from 1:4 to 4:1.
17. The process of claim 11 further comprising adding a fluorescent whitening agent.  
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18. The process of claim 11 wherein the polyanionic ammonium surfactant is selected from the group consisting of polyanionic ammonium alkyl benzene sulfonate, polyanionic ammonium alkyl sulfate, polyanionic ammonium fatty acid salt, polyanionic ammonium alkyl polyalkoxy sulfate, and mixtures thereof.  
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19. The process of claim 11 wherein the polyanionic ammonium surfactant is dispersed in a liquid carrier.
- 25      20. The process of claim 11 wherein the polyanionic ammonium surfactant is solubilized in a liquid carrier.